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AUTHOR Gagnard, Alice
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ABSTRACT

A study examined the knowledge of and attitudes toward nutrition in general and specifically toward cold breakfast cereals and cereal advertising with different creative appeals. Subjects, 117 undergraduate university students, completed a questionnaire about their use of cold breakfast cereal and their sources of information about nutrition. After reading advertising copy for four fictitious cereals, subjects rated as most favorable the cereal employing a "taste" appeal, followed by a cereal with a "health" appeal, which used language suggesting a link between eating the cereal and prevention of certain kinds of cancer. Rated less favorably were cereals with a "fiber" appeal and a "natural ingredients" appeal. The advertising copy for the "taste" appeal cereal was also rated most informative and important, though the "health" cereal advertisement was judged most believable and true. Respondents who indicated Bran-Fiber cereals as their favorites scored significantly higher than other cereal eaters on tests of general nutrition knowledge, general nutrition concern, and cereal nutrition concern. Subjects rated nutrition labeling on cereal boxes as their most important source of cereal nutrition information. The results suggest that the study be administered to different age groups to obtain information on evaluation of advertising content and nutrition knowledge for groups at other stages of formulation of dietary habits. (HTH)

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Evaluation of Breakfast Cereals and Cereal Advertising By a Young Adult Audience

by

Alice Gagnard
Assistant Professor
Center for Communication Arts
Southern Methodist University
Dallas, TX 75275

(214) 692-2381
871-7236

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ABSTRACT

Evaluation of Breakfast Cereals and Cereal Advertising
By a Young Adult Audience

Knowledge and attitudes of 117 young adult cereal users revealed substantial children's sugared-cereal bias on the part of the university student group under study. After reading advertising copy for four fictitious cereals, subjects rated the cereal employing a "Taste" appeal most favorably, followed by a cereal with a "Health" appeal, which used language which suggested a link between eating the cereal and prevention of certain types of cancer. Rated less favorably were cereals with a "Fiber" appeal and a "Natural Ingredient" appeal. The advertising copy for the "Taste" appeal cereal was also rated most Informative and Important, though the "Health" cereal advertisement was judged most Believable and True.

Respondents who declared Bran-Fiber cereals to be their favorites scored significantly higher than other cereal eaters on tests of General Nutrition Knowledge, General Nutrition Concern, and Cereal Nutrition Concern.

The young adults rated nutrition labeling on cereal boxes as their most important source of cold breakfast cereal nutrition information. It is suggested that the same study be administered using different age groups to obtain information on evaluation of advertising content and nutrition knowledge for groups at other stages of the formulation of dietary habits.

Introduction

The subjects of nutrition and what constitutes a good diet are important ones to those at all points of the marketing process for food products: manufacturers, retailers, advertisers, and of course, consumers. A 1983 study of consumer nutrition attitudes found that 38 percent of women and 26 percent of men interviewed desired more information on "good nutrition," what is "good and not good to eat," and what constitutes "good nutritive value." (20)

The need for accurate information about nutritional matters has become increasingly important as medical evidence has suggested recently a relationship between diet and certain types of cancer (31, 36). The past year's "Fiber Wars" advertising campaigns for cold breakfast cereals were examples of advertisers' attempts to present the consumer with medical evidence as a reason to add fiber to the diet (9, 10, 11).

Where do people get information about nutrition? And how knowledgeable are they about nutrition, particularly regarding the foods they eat regularly, such as cold breakfast cereals? How do they respond to nutritional claims in advertising for products they might use? These questions are the focus of the present study on cold breakfast cereal usage and attitudes.

Nutritional Information and Advertising

Recent studies on media and nutritional information suggest that mass media play a crucial role in the dissemination of information on nutrition to all age groups. A 1983 study (20) indicated that women and respondents over 40 years old obtained most of their nutritional information from television, while men and respondents younger than 40 years used newspapers as their primary source of information. Children have been the focus of a

variety of research projects involving their use of and receptivity to various mass media messages. Feshbach (8) found that graphics depicting nutritional information for advertised products helped children to learn such information. In a review of research involving children and televised nutritional messages, Scammon and Christopher (30) concluded that "Overall, there appears to be the potential for affecting children's attitudes, beliefs, and behaviors toward foods with educational messages on nutrition." Other studies confirm the potential for information-dissemination to children by way of television messages (7, 13, 14, 21, 26).

Sources most often cited by adults for information on the nutritional value of cold breakfast cereals were nutrition label information on cereal boxes, magazine and newspaper reports, and manufacturer advertising, followed by television and radio reports, and nutrition pamphlets, respectively (27). While nutritional claims in one study were never the most frequently mentioned reason or choice for paying attention to food advertisements, they did tend to create a more favorable image of the product. The authors concluded that "consumers may be more susceptible to nutritional claims which promise health benefits or convey an aura of scientific authority (34).

Nutrition Knowledge and Behavior

Several studies have tried to assess the extent to which nutritional information messages have affected knowledge gain, consumer confidence, and purchase behavior. Axelson (1) found that a mass media promotional campaign improved nutritional knowledge scores of teenagers, especially blacks. In-store promotional experiments with shoppers have provided the

desired results in some cases -- more purchases of the target foods after presentation of nutritional information (17, 22, 25).

But other studies indicate that many shoppers remain confused about nutrition, despite their exposure to more information (35). Jeffrey et al (18) reported that educational materials in supermarkets resulted in no significant differences in purchase, and that consumer knowledge was not reflected in food purchase patterns. Most of the subjects in an experiment by Vermeersch and Swernton (34) did not understand the information contained in nutritional claims. They reported the unexpected finding that a group of nutritional aides, despite their training, scored lower on a nutritional knowledge test than did a group of university faculty women.

In a study of middle-aged adults' knowledge of nutrition in general and of nutritional value of cold breakfast cereal, Quelch (27) reported that knowledge of nutrition and of cold breakfast cereal nutrition was correlated with subjects' level of concern regarding same.

Significance of the Present Study

In its committee report entitled "Diet, Nutrition, and Cancer: Suggestions for Research," (24) the National Research Council noted: "We need to know considerably more about the motives that lead people to change their food habits." The committee emphasized the importance of determining when and why people make changes in their eating habits. Vermeersch and Swernton (34), after their initial investigation of the effects of nutritional claims on attention and understanding, noted the need for investigation of different types of nutritional claims, including health appeals, as influencers of consumer response.

Previous studies have involved primarily children and middle-aged or older adults. The present study represents an attempt to use another

specific age group -- young adults -- in a comparative treatments condition wherein they rate various advertising appeals for a specific class of food product -- cold breakfast cereals. The results will provide information regarding the group's current cereal preferences, levels of nutritional knowledge and concern, and rating of cereal advertisements.

Purpose of the Study

The present study was designed to achieve the following objectives:

1) to assess the knowledge of and attitude toward cold breakfast cereals by a young adult audience.

2) to assess the knowledge of and attitude toward nutrition by a young adult audience.

3) to obtain subjects' evaluations of cold breakfast cereal advertisements with different creative appeals.

4) to obtain information on important sources of nutritional information, including advertising, to young adults.

5) to compare findings of the present study with previous studies on the same subject.

Methodology

The study was designed to assess the knowledge and attitudes of a group of young adults toward nutrition in general and specifically toward cold breakfast cereal and cereal advertising. Participants in the study were 117 undergraduate university students, age 18 to 23, who were identified as "cold breakfast cereal users" after they reported eating cold breakfast cereal at least "once per week or less."

The first part of a paper-and-pencil questionnaire asked respondents about their use of cold breakfast cereal and their sources of information about nutrition in general. The second part of the instrument presented a series of directional statements to which respondents could answer

"Agree," "Disagree," or "No Opinion." The items, which dealt with nutrition knowledge and concern, were replicated from a study by Quelch (27). Answers to various items were used to give each respondent a score on the variables of General Nutrition Knowledge, Cereal Nutrition Knowledge, General Nutrition Concern, and Cereal Nutrition Concern. Finally, the third part of the questionnaire contained copy blocks from four fictitious new cereal products, each with a separate appeal: Taste, Natural Ingredients, Fiber, and Health. After reading the copy, respondents were asked to rate the cereals and the advertising on a series of five-point bi-polar adjective scales.

A copy of the instrument appears in the Appendix.

Findings

Seventy-nine (68%) of the respondents were female, and 37 (32%) were male, for a total of 117. Almost two-thirds of respondents (64%) said they used cold breakfast cereals once per week or less, with 29 percent saying they used them about three times per week, and seven percent saying they used them almost everyday.

Table 1 describes subjects' favorite breakfast cereal and their primary source of information on cold breakfast cereal nutrition. Answers to the question "What is your favorite cereal?" were tabulated according to five major cereal categories: Granola (e.g. Quaker 100% Natural); Fortified (e.g. Total); All-Family (e.g. Kellogg's Corn Flakes); Bran-Fiber (e.g. All-Bran); and Children's (e.g. Captain Crunch). The All-Family (29%), Bran-Fiber (29%), and Children's (26) cereals accounted for 84 percent of favorite cereal types, followed by Granola (11%) and Fortified cereals (5%).

TABLE 1

Favorite Breakfast Cereals and Primary Source of Cereal Nutrition Information

What is your favorite cereal?		What is your most important source of information on the nutritional value of cold breakfast cereals?	
GRANOLA	13 (11%)	friends	5 (4.3%)
FORTIFIED	6 (5%)	newsp/magazine articles	5 (4.3%)
ALL-FAMILY	34 (29%)	tv/radio reports	12 (10.3%)
BRAN-FIBER	33 (29%)	manufacturer advertising	7 (6.0%)
CHILDREN'S	30 (26%)	parents	19 (16.2%)
		classes in school	17 (14.5%)
		cereal boxes	39 (33.3%)
		pamphlets/books	4 (3.4%)
		other	9 (7.7%)
	116 100%		117 (100%)

On the topic of which was the most important source of cold breakfast cereal nutrition information, the most frequently given response was cereal boxes (33%), followed by parents (16%), classes in school (15%), and television/radio reports (10%). Mentioned less frequently were advertising (6%), newspaper/magazine articles (4%), friends (4%), pamphlets/books (3%), and other sources (8%).

Knowledge/Concern Regarding Nutrition/Cereal. Subjects were given individual scores on the variables of General Nutrition Knowledge, Cereal Nutrition Knowledge, General Nutrition Concern, and Cereal Nutrition Concern, based on the number of "correct" responses to groups of questions on the second part of the questionnaire. The items were taken from a similar instrument used by Quelch (27) with an adult population. Responses to individual items on each variable are detailed in Tables 2 through 5. Responses to individual items were given a "correct" (value = 1) or "incorrect" (value = 0) grade and summed to form the recoded variables of General Nutrition Knowledge, Cereal Nutrition Knowledge, General

Nutrition Concern, and Cereal Nutrition Concern. These recoded responses were cross-tabulated with other variables, the results of which are reported in the section titled "Group Differences."

TABLE 2

General Nutrition Knowledge

Item	Agree # (%)	Disagree #(%)	No Opinion #(%)
A calorie is a substance in food which causes weight gain.	26 (22.2)	84 (71.8)*	7 (6.0)
Vitamins which are added to foods by manufacturers are less nutritious than naturally occurring vitamins.	37 (31.6)	47 (40.2)*	33 (28.2)
The body stores protein so that, if you get more than you need one day, you don't have to worry so much about it the next day.	19 (16.2)	80 (68.4)*	18 (15.4)
It is easier to get the daily requirement of iron in the diet than it is to get the daily requirement of protein.	13 (11.1)	81 (69.2)*	23 (19.7)

*indicates correct response

TABLE 3

Cereal Nutrition Knowledge

Item	Agree #(%)	Disagree #(%)	No Opinion #(%)
Cold breakfast cereal is not a good substitute for bread as far as nutritional value is concerned.	21 (17.9)	62 (53.0)*	34 (29.1)
Cold breakfast cereals usually have less protein, vitamins, and minerals in them than cakes and cookies.	9 (7.7)	88 (75.2)*	20 (17.1)

*indicates correct response

TABLE 4

General Nutrition Concern

Item	Agree #(%)	Disagree #(%)	No Opinion #(%)
Most people in the United States can get all the nourishment they need if they just eat the things they like.	8 (6.8)	103 (88.0)*	6 (5.2)
People who are healthy and fit do not have to pay that much attention to nutritional content when deciding what foods to eat.	3 (2.6)	113 (96.6)*	----
I am currently placing restrictions on my diet.	73 (62.4)*	41 (35.0)	3 (2.6)
I usually take a vitamin pill each day.	51 (43.6)*	64 (54.7)	2 (1.8)

*indicates correct response

TABLE 5

Cereal Nutrition Concern

Item	Agree #(%)	Disagree #(%)	No Opinion #(%)
I eat cold breakfast cereals more for the pleasure of eating them than for their nutritional value.	77 (65.8)	26 (22.2)*	14 (12.0)
I do not regard cold breakfast cereal as an important source of nutrition in my diet.	63 (53.8)	43 (36.8)*	11 (9.4)
Cold breakfast cereals are pretty similar in their nutritional value.	20 (17.1)	88 (75.2)*	9 (7.7)
The nutritional value of cold breakfast cereals comes mainly from eating them with fruit and/or milk.	31 (26.5)	75 (64.1)*	11 (9.4)
Nutrition labeling of cold breakfast cereals assures that they are nutritious, so there is less need to worry about the precise nutritional content.	20 (17.1)	72 (61.5)*	25 (21.4)
There are so many brands of cold breakfast cereal on the market that it would take too long to decide which is the most nutritious.	37 (31.6)*	64 (54.7)	16 (13.7)

*indicates correct response

Ratings of Advertised Cereals. Subjects were asked to rate headlines and copy blocks and product characteristics of four fictitious cereals, the advertisements for which were designed to focus on a single appeal -- Natural Ingredients, Health, Bran-Fiber Content, and Taste. Answers were recorded between two opposing adjective pairs, on a five-point scale. Mean scores for each cereal type and cereal advertisement are included in Tables 6 and 7 respectively.

TABLE 6

Ratings of Advertised Cereals

	Descriptors*				
Appeal	Natural	Nutritious	Good for Me	Wholesome	Healthy
NATURAL (Nature's Flakes)	1.70	1.89	1.86	1.82	1.82
FIBER (Cup O' Fiber)	2.03	1.96	1.91	2.11	1.99
HEALTH (Healthy Morning)	3.19	2.84	2.47	2.91	2.45
TASTE (Almond Treat)	3.36**	3.39**	3.39**	3.32*	3.41**

*Numbers indicate the mean rating of each type of cereal. Cereals were rated on a scale of 1-5, with for example, 1 being "most natural," and 5 being "least natural."

**indicates highest rating on each descriptor

The cereal with the Taste appeal, Almond Treat, received by far the highest mean ratings on all five adjectives: Natural (3.36), Nutritious (3.39), Good for Me (3.39), Wholesome (3.32), and Healthy (3.41). Overall, the Health appeal cereal, whose copy (see Appendix for copy blocks and headlines) used soft language to emphasize the importance of that cereal to good health and the prevention of certain types of cancer, received the second highest ratings, followed by the Fiber cereal (Cup O'Fiber), and the Natural appeal cereal (Nature's Flakes).

Ratings of Cereal Advertisements. Ratings of the cereal advertisements themselves were not as consistent as respondents' judgments of the individual cereals. The cereal with the Taste appeal rated highest on mean evaluations for the descriptors Informative (3.54), and Important (3.39), while the cereal with the Health appeal scored highest on the Believable (2.97) and True (2.93) scales. The cereal with the Fiber appeal was judged most Interesting (3.51) for its advertisement.

TABLE 7

Ratings of Cereal Advertisements

	Descriptors*				
Appeal	Informative	Interesting	Important	Believable	True
NATURAL (Nature's Flakes)	2.46	3.32	3.29	2.47	2.72
FIBER (Cup O'Fiber)	2.57	3.51**	3.16	2.73	2.77
HEALTH (Healthy Morning)	2.96	3.16	2.59	2.97**	2.93**
TASTE (Almond Treat)	3.54**	2.71	3.39**	2.68	2.72

*Numbers indicate the mean rating of each type of cereal. Cereals were rated on a scale of 1-5, with for example, 1 being "most informative," and 5 being "least informative."

**indicates highest rating on each descriptor

Group Differences. Crosstabulations were performed to determine if differences existed between groups scoring "high" and "low" on the knowledge and concern dimensions on their ratings of favorite cereals. Also examined was subjects' rating of themselves on whether they "knew more about nutrition than most people" (see Item P in the questionnaire), and how such a self-rating related to their nutrition knowledge and concern scores reported in the previous section. A rating of high on the four knowledge and concern dimensions was given arbitrarily to respondents who answered more than half of the items on a single variable (such as General Nutrition Knowledge) correctly. A rating of low was given to those respondents who answered one-half or fewer than one-half of the items on a single category correctly. The chi-square test was used with a .05 level of significance. A summary of findings is as follows:

--Those respondents who agreed with the statement "I know more about nutrition than most people" scored significantly higher on the General Nutrition Concern variable than other groups ($x^2 = 9.99$, $p = .006$).

--Those respondents who agreed with the statement "I know more about nutrition than most people" scored significantly higher on the Cereal Nutrition Concern variable than other groups ($x^2 = 13.20$, $p = .001$).

--Those respondents who declared "Bran-Fiber" type cereals as their favorites scored significantly higher than other groups on the Cereal Nutrition Concern variable than other groups ($x^2 = 16.03$, $p = .003$).

--Those respondents who declared "Bran-Fiber" type cereals as their favorites scored highest on the General Nutrition Concern variable ($x^2 = 8.89$, $p = .06$, approaching significance).

--Those respondents who declared "Bran-Fiber" type cereals as their favorites scored highest on the General Nutrition Knowledge variable ($x^2 = 9.28$, $p = .05$).

Summary/Conclusions

Three cereal types accounted for 84 percent of respondents' favorite cereal votes -- All-Family and Bran-Fiber, each with 29 percent, and Children's with 26 percent. The large proportion of Children's cereal eaters among this college group and their apparent emphasis on taste appeal could explain the values reflected in group mean responses in several areas of the study. By comparison, Quelch (27), who studied an adult population of cereal eaters, did not include a children's cereal category.

The most important source of information on the nutritional value of cold breakfast cereals to the young adult group was by far nutritional label information on cereal boxes (39%), followed by parents (19%), and classes in school (17%). Manufacturer's advertising accounted for a mere seven percent of "most important source" responses. This compares favorably with Quelch's study of older adults, 82 percent of whom (when given the opportunity for multiple responses to a similar question) reported using cereal boxes as a primary source of nutritional information about what they were eating.

Evaluations of four cereal advertisements reflected the cereal-usage bias of the relatively young age group. The cereal with the Taste appeal was rated highest on the natural, nutritious, good for me, wholesome, and healthy scales, followed by the Health appeal cereal, the Fiber cereal, and the Natural cereal. The Taste appeal cereal was also rated most Informative and Important. The Health appeal advertisement, on the other hand, was rated the most Believable and True, if not important or informative.

Respondents who reported that they knew more about nutrition than most people did not score significantly higher on the knowledge dimensions, but did score significantly higher on the General Nutrition Concern and Cereal

Nutrition Concern tests. Likewise, those whose favorite cereal was of the Bran-Fiber type scored significantly higher than other groups on the Cereal Nutrition Concern and the General Nutrition Knowledge tests.

The results suggest the possibility that different age groups maintain different values regarding their usage of and attitude toward cold breakfast cereals, as evidenced by the relative prevalence of consumption of high-sugar Children's cereals in a college-age group. If there are critical formative stages of the dietary regimen development, as the National Research Council suggests, then the young adult stage would seem to be an appropriate time for learning about nutrition and for modifying dietary habits. The infrequent mention of manufacturer's advertising as the most important source of nutritional information about cold breakfast cereals indicates that other sources, namely parents and cereal box literature, seem to factor more prominently in that learning process. The relative indifference of this age group to the cancer-preventive health appeal of the Healthy Morning cereal is also of interest, and might indicate a hierarchy of importance of food source attributes unique to different age groups.

The study represents an attempt to assess the role that advertising plays in the acquisition of information about and the evaluation of cold breakfast cereals. Future research could use the same instrument and creative appeals with populations of different ages, thus offering a more complete picture regarding the role that age and experience play in the formulation of dietary habits and the use of mass media messages on nutrition.

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COLD BREAKFAST CEREAL QUESTIONNAIRE

Do not mark in this column

What is your sex? Male_____ Female_____ _____ (4)

How often do you eat cold breakfast cereals?

___never
___once a week or less
___about 3 times a week
___almost every day _____ (5)

If you eat cold breakfast cereal, please list below the names of the cereals you eat most frequently. Please list the cereal you eat most often first.

1. _____ _____ (6)
2. _____
3. _____

Why is the brand you listed first in the question above your favorite brand, or the one you eat most often?

REASON: _____

_____ _____ (7)

Please indicate whether you Agree or Disagree with each of the following statements about cereal and nutrition. Please circle your answer.

a. I eat cold breakfast cereals more for the pleasure of eating them than for their nutritional value. Agree/Disagree/No Opinion _____ (8)

b. I do not regard cold breakfast cereal as an important source of nutrition in my diet. Agree/Disagree/No Opinion _____ (9)

c. Cold breakfast cereals are pretty similar in their nutritional value. Agree/Disagree/No Opinion _____ (10)

d. The nutritional value of cold breakfast cereals comes mainly from eating them with fruit and/or milk. Agree/Disagree/No Opinion _____ (11)

e. Nutrition labeling of cold breakfast cereals assures that they are nutritious, so there is less need to worry about the precise nutritional content. Agree/Disagree/No Opinion _____ (12)

f. I would not buy any brand of cold breakfast cereal unless it was fortified with minerals and vitamins. Agree/Disagree/No Opinion (13)

g. There are so many brands of cold breakfast cereal on the market that it would take too long to decide which is the most nutritious. Agree/Disagree/No Opinion (14)

h. Most people in the United States can get all the nourishment they need if they just eat the things they like. Agree/Disagree/No Opinion (15)

i. People who are healthy and fit do not have to pay that much attention to nutritional content when deciding what foods to eat. Agree/Disagree/No Opinion (16)

j. I am currently placing restrictions on my diet. Agree/Disagree/No Opinion (17)

k. I usually take a vitamin pill each day. Agree/Disagree/No Opinion (18)

l. A calorie is a substance in food which causes weight gain. Agree/Disagree/No Opinion (19)

m. Vitamins which are added to foods by manufacturers are less nutritious than naturally occurring vitamins. Agree/Disagree/No Opinion (20)

n. The body stores protein so that, if you get more than you need one day, you don't have to worry so much about it the next day. Agree/Disagree/No Opinion (21)

o. It is easier to get the daily requirement of iron in the diet than it is to get the daily requirement of protein. Agree/Disagree/No Opinion (22)

p. I would rate myself as knowing more about nutrition than most people. Agree/Disagree/No Opinion (23)

q. Cold breakfast cereal is not a good substitute for bread as far as nutritional value is concerned. Agree/Disagree/No Opinion (24)

r. Cold breakfast cereals usually have less protein, vitamins, and minerals in them than cakes and cookies. Agree/Disagree/No Opinion (25)

s. There is enough information available on the nutrition content of cold breakfast cereals. Agree/Disagree/No Opinion (26)

t. A high-fiber diet helps reduce the likelihood of colo-rectal cancer. Agree/Disagree/No Opinion (27)

u. I know more about nutrition now than I did when I was in high school. Agree/Disagree/No Opinion (28)

v. My diet has changed significantly since I became a college student. Agree/Disagree/No Opinion (29)

Where have you obtained your information about the nutritional value of cold breakfast cereals?

(check all those which apply)

_____friends and neighbors
_____magazine and newspaper articles
_____television and radio news reports
_____advertising in the mass media
_____my parents when I was growing up
_____nutrition classes when I studied in school
_____nutrition label information on cereal boxes
_____nutritional pamphlets/weight watcher books
_____other (please specify here) _____

(30-35)

Of the sources you checked above, which has been the most important source of information on the nutritional value of cold breakfast cereals?

(check only one)

_____friends and neighbors
_____magazine and newspaper articles
_____television and radio news reports
_____advertising in the mass media
_____my parents when I was growing up
_____nutrition classes when I studied in school
_____nutrition label information on cereal boxes
_____nutritional pamphlets/weight watcher books
_____other (please specify here) _____

(36)

The following are parts of cereal advertisements being considered for use in magazines. Please read the description of each cereal and then rate the advertisement and then the cereal on the scales below.

(Place a check in the space which best reflects your opinion.)

CEREAL: Nature's Flakes

HEADLINE: "Bring on the Morning the Natural Way with Nature's Flakes"

- No added sugar or preservatives. That's the way we make Nature's Flakes. All natural ingredients make Nature's Flakes so pure and good.
- Bits and pieces of natural fruits like apples and raisins combined with whole grain wheat flakes give you a completely natural breakfast.
- Have a natural day. The Nature's Flakes way.

Based on the advertisement above, I think Nature's Flakes cereal is:

natural	____	____	____	____	____	not natural	____ (37)
nutritious	____	____	____	____	____	not nutritious	____ (38)
good for me	____	____	____	____	____	not good for me	____ (39)
wholesome	____	____	____	____	____	not wholesome	____ (40)
healthful	____	____	____	____	____	not healthful	____ (41)

The <u>advertisement</u> for Nature's Flakes is:

informative	____	____	____	____	____	not informative	____ (42)
interesting	____	____	____	____	____	uninteresting	____ (43)
important	____	____	____	____	____	unimportant	____ (44)
believable	____	____	____	____	____	not believable	____ (45)
true	____	____	____	____	____	not true	____ (46)

CEREAL: Cup of Fiber

HEADLINE: "A Cup of Fiber Goodness to Start Your Day"

- Cup of Fiber combines the grains of wheat, bran, corn and rice to give you a good start in the morning.
- By providing you the essential fiber you need, Cup of Fiber helps keep your body running smoothly all day.

Based on the advertisement above, I think Cup of Fiber cereal is:

natural	____	____	____	____	____	not natural	____ (47)
nutritious	____	____	____	____	____	not nutritious	____ (48)
good for me	____	____	____	____	____	not good for me	____ (49)
wholesome	____	____	____	____	____	not wholesome	____ (50)
healthful	____	____	____	____	____	not healthful	____ (51)

The <u>advertisement</u> for Cup of Fiber is:

informative	____	____	____	____	____	not informative	____ (52)
interesting	____	____	____	____	____	uninteresting	____ (53)
important	____	____	____	____	____	unimportant	____ (54)
believable	____	____	____	____	____	not believable	____ (55)
true	____	____	____	____	____	not true	____ (56)

CEREAL: Healthy Morning

HEADLINE: "Be Good to Your System Each Morning with Healthy Morning"

- Cancer has been the topic of lots of medical reports lately. That's because recent studies indicate a relationship between a high fiber diet and a low incidence of certain types of cancer.
- Part of staying healthy is eating right; make Healthy Morning a part of your daily diet.

Based on the advertisement above, I think Healthy Morning cereal is:

natural	____	____	____	____	____	not natural	____ (57)
nutritious	____	____	____	____	____	not nutritious	____ (58)
good for me	____	____	____	____	____	not good for me	____ (59)
wholesome	____	____	____	____	____	not wholesome	____ (60)
healthful	____	____	____	____	____	not healthful	____ (61)

The <u>advertisement</u> for Healthy Morning is:

informative	____	____	____	____	____	not informative	____ (62)
interesting	____	____	____	____	____	uninteresting	____ (63)
important	____	____	____	____	____	unimportant	____ (64)
believable	____	____	____	____	____	not believable	____ (65)
true	____	____	____	____	____	not true	____ (66)

CEREAL: Almond Treat

HEADLINE: "Try Almond Treat for a Breakfast Complete"

- You'll know in one bite why we call this new cereal Almond Treat.
- Delightfully crunchy wheat-rice flakes start the delicious surprise.
- The tasty almond bits and slices and touch of brown sugar are what make Almond Treat so delightfully sweet.
- We just know you'll go nuts over the uniquely delicious taste.

Based on the advertisement above, I think Almond Treat is:

natural	____	____	____	____	____	not natural	____ (67)
nutritious	____	____	____	____	____	not nutritious	____ (68)
good for me	____	____	____	____	____	not good for me	____ (69)
wholesome	____	____	____	____	____	not wholesome	____ (70)
healthful	____	____	____	____	____	not healthful	____ (71)

The <u>advertisement</u> for Almond Treat cereal is:

informative	____	____	____	____	____	not informative	____ (72)
interesting	____	____	____	____	____	uninteresting	____ (73)
important	____	____	____	____	____	unimportant	____ (74)
believable	____	____	____	____	____	not believable	____ (75)
true	____	____	____	____	____	not true	____ (76)